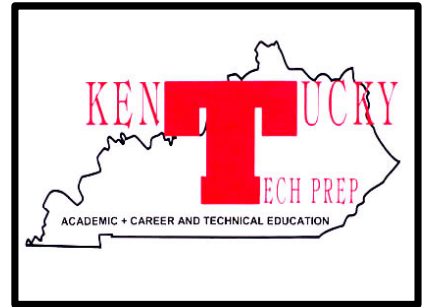


Media Relations Hints

*Promoting Tech Prep on a Local Level



If you are trying to develop your own media relations, (using news releases or holding a news conference) consider the following tips on contacting news media:

1. **Designate one contact person for Tech Prep.** It is best to designate one central person who coordinates media relations - a person who can cultivate a good working relationship with news media. It is important that this be one person who has a comprehensive grasp of your organization, communicates clearly and can be available to the media by phone. Use this person's name and phone number (home and work is best) on the news release.
2. **News reporters are often interested in stories with faces of the "real people" involved. Use students or employers who are making contributions to the education system/community and/or workforce via Tech Prep.** Include these points in your fact sheet, news release or conversations with a news reporter. You may want to use a "pitch letter or pitch call" to briefly suggest a story idea to the news media - particularly when there is no hard breaking news. Pitch letter or calls can also be useful for suggesting "feature story" ideas to news media.
3. **Know the major local media players and the types of stories they cover.** Make a list of all media in your area, the name of the reporters in your area and the types of stories they cover. Learn who makes the decisions on what stories are used in print and electronic media.
4. **Make it a priority to learn about publications and electronic media in your area.** Get to know the news reporters, editors, and publishers. Take special note of the type of news they report and how they report it. Contact and arrange a meeting with newspaper editors (and editorial boards), managing editors, and publishers (in small towns). Do the same for radio and broadcast news. Other people in broadcast media who make decisions about news coverage may include assignment editors (assign stories to cover), news directors, station managers or owners.
5. **Keep a schedule of events - particularly visual ones - that are newsworthy.** Don't send a news release on insignificant developments. Choose those that have value as news. You may want to send a "media press advisory" to alert media of any special events.